

MAKING THE MOST OF YOUR EXPORT PROGRAM MEMBERSHIP

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PRESENTING TO:

DATE:

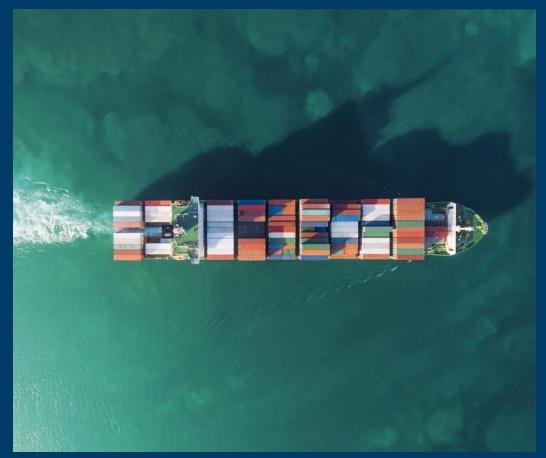
2024 EXPORT PROGRAM ANNUAL MEETING

July 23, 2024

BUILDING "BRAND CALIFORNIA" AROUND THE WORLD

California Wines Export Program

- calwinexport.com
- Market Access Program (USDA) for CA wineries
- Marketing support & strategies for CA wines in 30+ countries around the globe





A DYNAMIC GLOBAL TEAM

Educate, Navigate, Accelerate

- Australia
- Mexico

Canada

Netherlands

• China

- Poland
- Denmark
- South Korea

Dublin

- Singapore
- Hong Kong
- Japan
- London



FEET ON THE STREET

Your most valuable asset

- Team of 18 representatives across 5 regions
- International champions for California Wines
- They are there to help:
 - Communicate
 - Ask for their insights
 - Help them know your brand





TOP SEVEN

Benefits of participation

- International representatives
- Access to brokers & importers
- Invitations to events, activities & retail opportunities
 at home and abroad
- Trade & media events at home and abroad
- Preferred access to California Wines programs
- Access to export program member only site
- Tools & resources (Capstone, Bottlebooks, etc.)

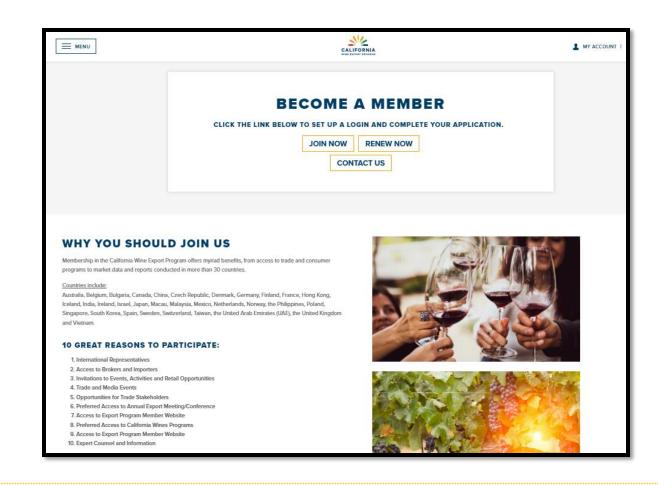




HOW DOES MEMBERSHIP WORK

Annual membership

- Program year
 - July 1 June 30
- Member packet
 - One-stop-shop for all program details
- Mentor program
 - Knowledge sharing





MAKING THE MOST OF MEMBERSHIP

Prepare, Communicate, & Participate

- Develop a focus & build a strategy
- Communicate to CWI home team & Reps about specific markets or events of interest
- Event prep
 - Research trade attendees
 - Prebook meetings
 - Invite trade/media
- In-market visits & importer education

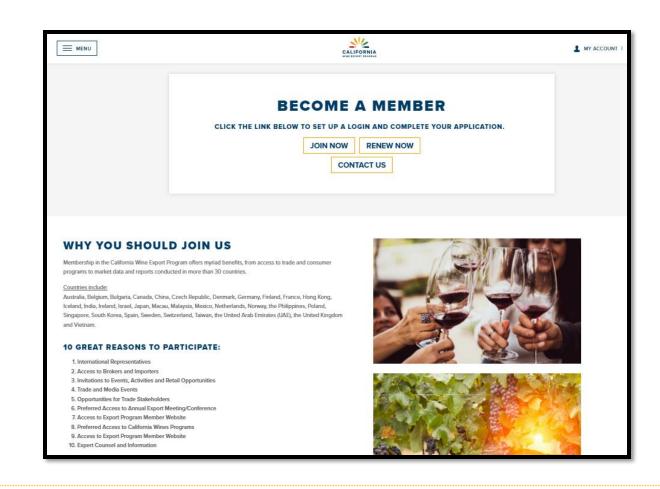




TOOLS & RESOURCES

Expand your brand

- Capstone
 - Course access & opportunities to feature your wines
- Bottlebooks profile
 - California Wine Directory
- Canto
 - Brand Assets
- Event participation
 - Current membership
 - Survey Completion





capstone

CALIFORNIA

Comprehensive Study of California Wine

Presented by Wine Institute



THE IDEA BEHIND CAPSTONE CALIFORNIA

Essential tool for wine professionals & wine curious

- Growing curiosity about California wines and regions around the world
- Understanding is <u>low</u> outside of the US
- Top-level resources on California's wines, regions and varieties
- Developed specifically by and for the international wine trade
- Team of 20+ MSs, MWs, writers & educators





GLOBAL BUYERS MARKETPLACE

The epicenter of international business for California wineries

- Largest program to promote California
 Wines Nov 2025
- Bringing vetted buyers to you!
- 175 key buyers from 32 countries over two years
- 200+ CA producers; 1,500+ wines
- B2B event with meetings, grand tastings, wine education, and regional tours





CALIFORNIA WINES





CALIFORNIA WINES





